
ASDA *less is more*

store communication strategy

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Introduction

Objective

“To create better stores which are simpler for our customers to shop, and cheaper for our colleagues to build and maintain”

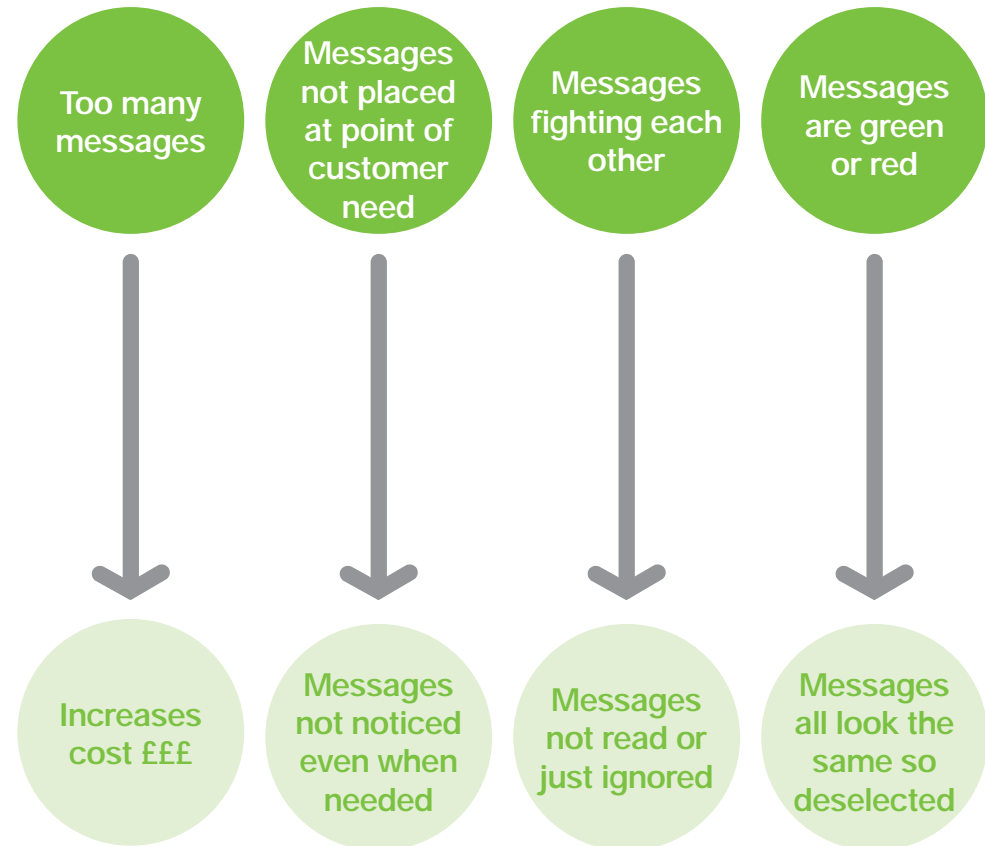
The Problem

Too much clutter in-store

This causes confusion for customers and makes it difficult for colleagues to manage.



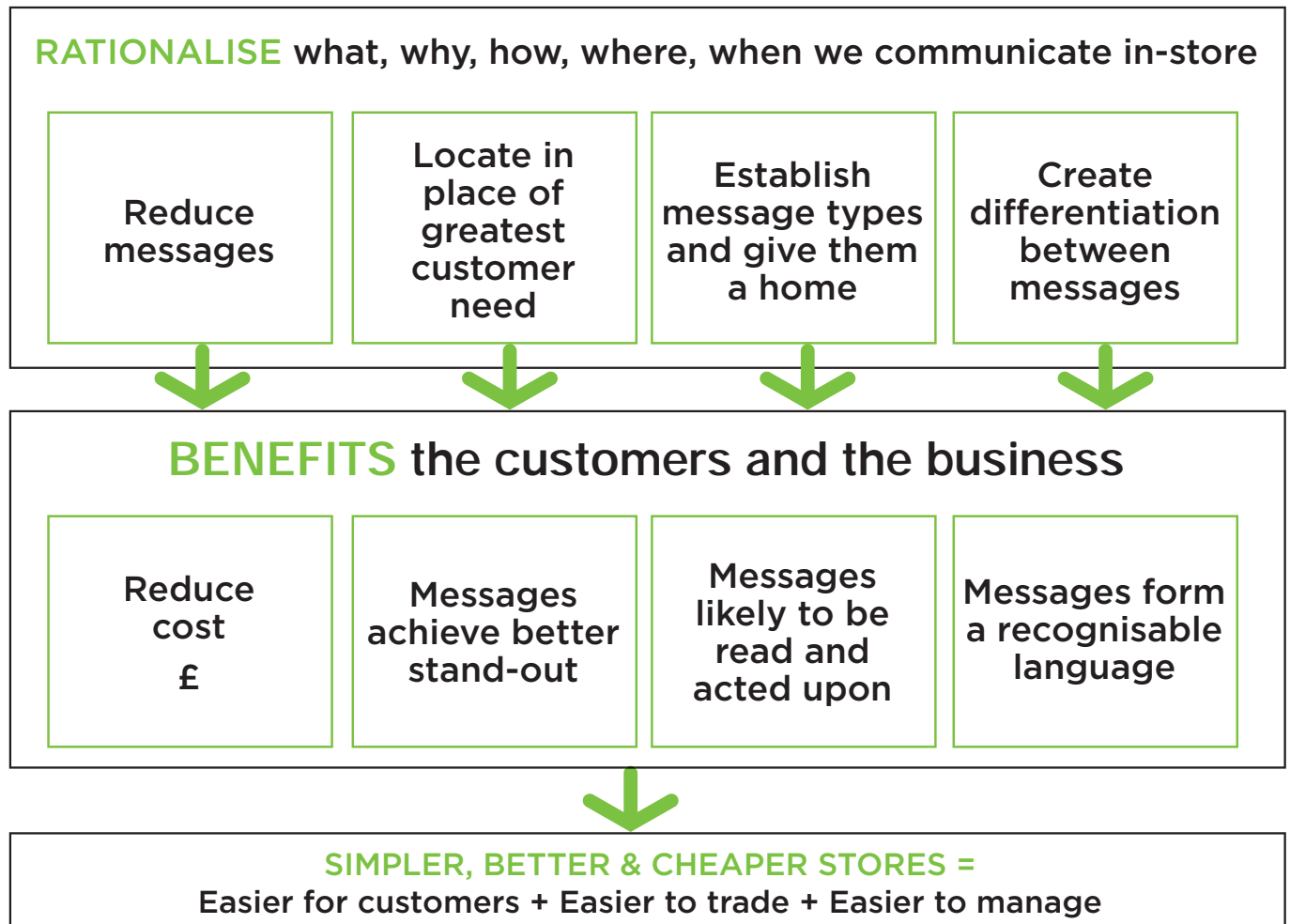
“ Everything is louder than everything else ”
Ian Gillan, Deep Purple, Japan 1972



The Challenge

To create simpler stores

Making it easier for customers to shop will make it easier to trade and easier for stores to manage.



About the Strategy

Customer pledges

This strategy outlines our general approach to the use of space and location for the different messages we want to tell our customers, supporting our 5 customer pledges.



- Well-managed queues
- Help with finding what you need
- Convenient opening hours
- Warm and approachable

**ALWAYS
AVAILABLE**

- No wasted trips
- Everything for the weekly shop



- Permanently low prices on everything, every day
- Lowest price on weekly shop
- Saving you money every day

**QUALITY
YOU
CAN TRUST**

- Private label
 - food
 - clothing
 - H&L

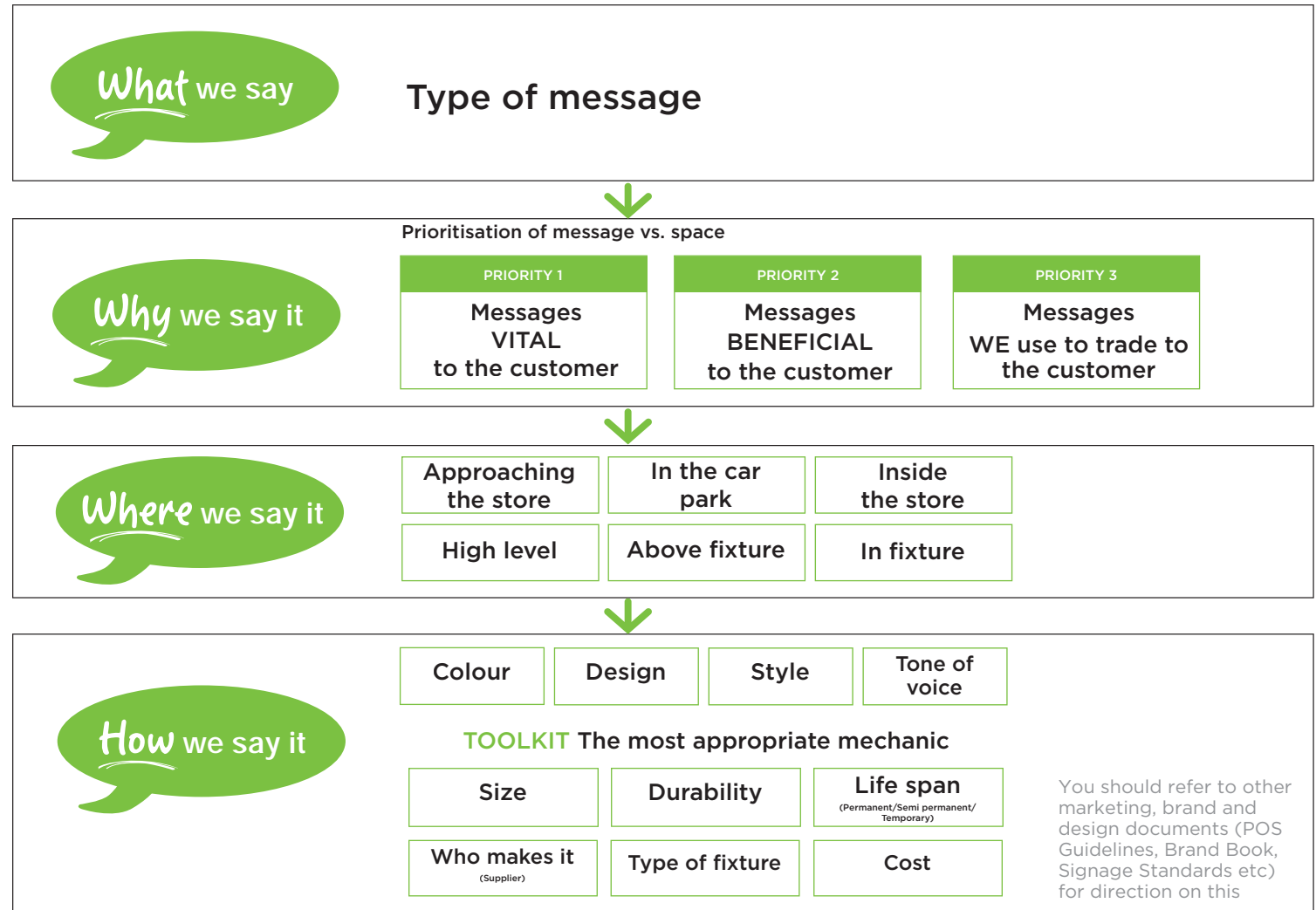
**BEST
FOR
NEW**

- Showcase product and value for money
- Showcase new and exclusive
- Showcase range

The Strategy

Rationalise communication in-store

This strategy will help us to establish the following:



Message Types

Definitions



MANDATORY

Legal, mandatory or statutory information and notices that we have to display at the stores in order to become legally compliant.

Examples

- Car park tariffs – terms and conditions
- Licensing – legal drinking age
- Warnings
- Health and safety information
- Price

NAVIGATION

Signs whose principle purpose is to help customers find their way around or orientate themselves.

Examples

- Car park signs
- Traffic signs
- Directional signs to toilets, lifts and transit ways
- Store perimeter signs
- Motorway signs
- Bus stops/blinkers
- Wall graphics for George etc

BRANDS & RANGES

Using powerful category-defining brand logos or Asda own brand logos for the purpose of helping customers navigate to category segments, using the power of borrowed brand familiarity.

These should be used sparingly and only when a brand defines the category or highlights a significant sub-category that would otherwise be hard to find.

Examples

- Entertainment – Sony, Apple and X-Box
- Own brands – Organic and Extra Special

VALUE

Communication that emphasises value at Asda. This could include any generic or corporate value messages, visual messages that demonstrate only 'value' and any promotional messages or mechanics.

Examples

- Price promotions POS – Rollback, multi- buys, linksaves
- Power aisle end panels & shelf strips
- 'Saving you money every day' messages

CORPORATE

Corporate messages telling customers the good things we are doing or self-congratulatory messages. Understanding and empathy for the environment and strong ethics.

Examples

- Britain's No 1 retailer
- CSR messages – sustainability, charity messages, awards
- Customer-facing messages aimed at celebrating colleagues or the company

SERVICE MESSAGES

Messages intended to communicate a service or benefit we offer freely to our customers to make their shopping easier and enjoyable.

Examples

- Highlighting the Customer Service desk
- List of services and Asda offers
- Highlighting how colleagues can help
 - bread slicing
 - tasting
 - 'how to buy' information etc

QUALITY

Messages promoting the quality of our products (freshness, provenance, regional/local sourcing and authenticity)

Examples

- Provenance and origin of fresh products
- Wine awards
- 3rd party endorsements

RETAIL SERVICES

Messages highlighting or promoting a commercial retail service with a cost to the customer or Asda new business.

Examples

- Messages that highlight:
- Asda.com
 - Financial services
 - Extra services sold such as extended warranties
 - Pharmacy/Café/Optical

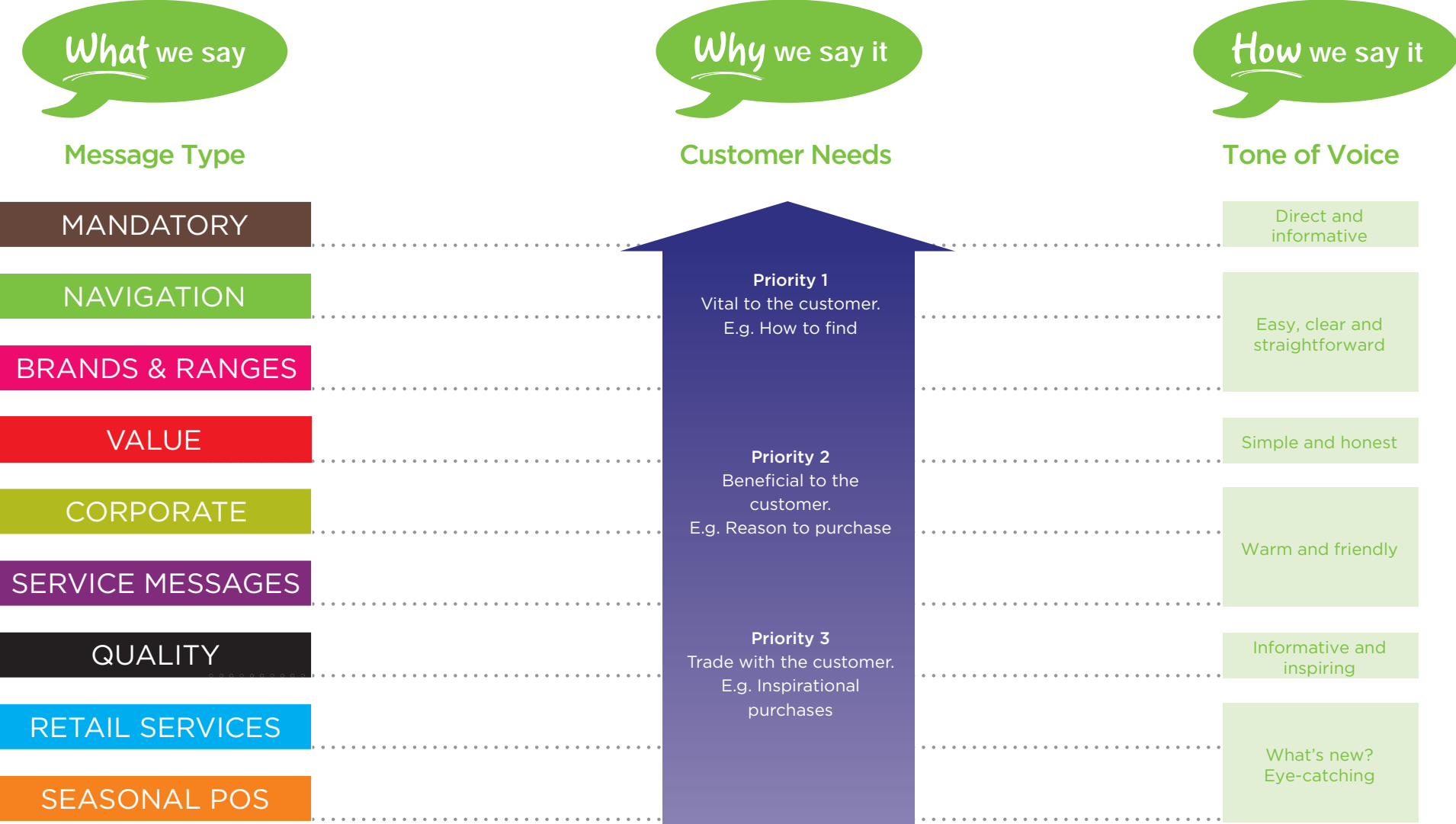
SEASONAL POS

Messages highlighting the seasonal category, event promotion or a non-price-only promotion.

Examples

- Campaigns – Christmas, Easter, Valentine's, Halloween, World Cup, Wine festival, Back to School
- New product
- Special events

Message Types



Communication Lifespan

Definitions



Store communication can be segregated by 3 different types according to its expected life span.

These symbols will be used in the strategy to denote the life span of the message.



Permanent communication

- Fixed message
- Fixed location
- Standard mechanic
- Occasional special mechanic

Life = 3 - 7 yrs



Semi-permanent communication

- Renewable message
- Fixed location
- Standard mechanic or special mechanic

Life = 1 - 2 yrs



Temporary communication

- Variable message
- Variable or fixed location
- Standard mechanic

Life = weeks/months

Principles

General Principles

Reduce quantities

And you will:

- Increase impact
- Increase noticeability
- Reduce cost

Give messages space:

Consider sight lines and place messages where the customer can and will read them.

- Don't obstruct navigational messages. Customers' priority is to find what they are looking for
- Informational, wordy messages should be placed only in areas where the customer needs them, is browsing or stationary (queues, café, counters, etc)
- In high/fast traffic areas (lobby, exterior, corridors, etc), make them simple and easy to understand at a glance
- Avoid placing messages below knee level (unless it is related to product on the shelf)
- Keep it simple - one message at a time. Not every sign needs to say everything

General Principles cont'd

Safety first

- Make sure warning signs are clear of clutter and stand out
- Do not obstruct traffic information/directions
- Do not clutter car parks and petrol stations with messages. Customers' priorities are to find what they need and remain focused on the traffic around them
- On trolley bays, keep the panel nearest to the opening clear so drivers can see when someone is about to step out with a trolley
- Make sure travelator/escalator full health and safety signage is in place

Principles

outside the store

Introduction

Principles outside the store

Help customers:

- Recognise the building easily as an Asda store from all main approaches
- Navigate our car parks simply and safely, offering reassurance at key decision points
- Easily find the path to the store on foot
- Find and use amenities they need (e.g. cash point/lifts/recycling)

Way-finding should be simple, bold, clear and straight forward (customers just want to go shopping)

Do not cover the glazing, unless there is a need to block the view (back of fixtures, fitting/consultation rooms, security, etc)

This will:

- Reduce our electricity needs, helping us to reduce our bills and carbon footprint
- Increase the 'theatre' of our stores as customers and passers-by take in the buzz and personality of the Asda stores

Priority of messages

To the customer

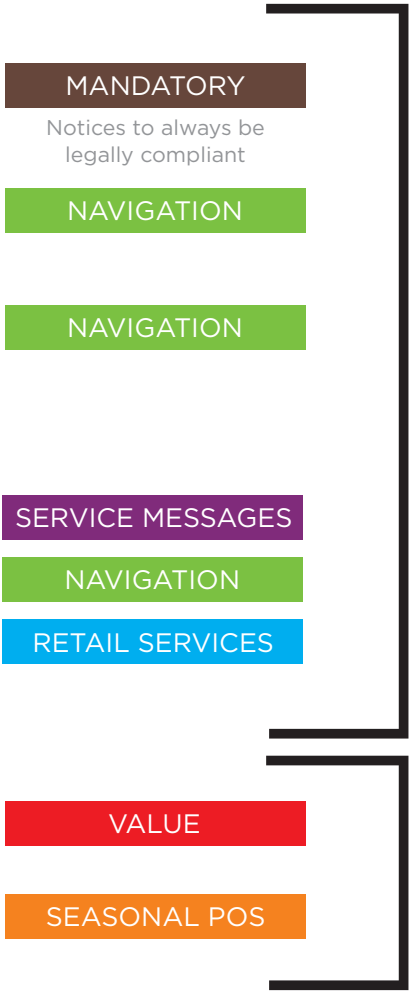


Customer needs

Priority 1
Vital to the customer.
E.g. How to find

Priority 2
Beneficial to the customer.
E.g. Reason to purchase

Priority 3
Trade with the customer.
E.g. Inspirational purchases



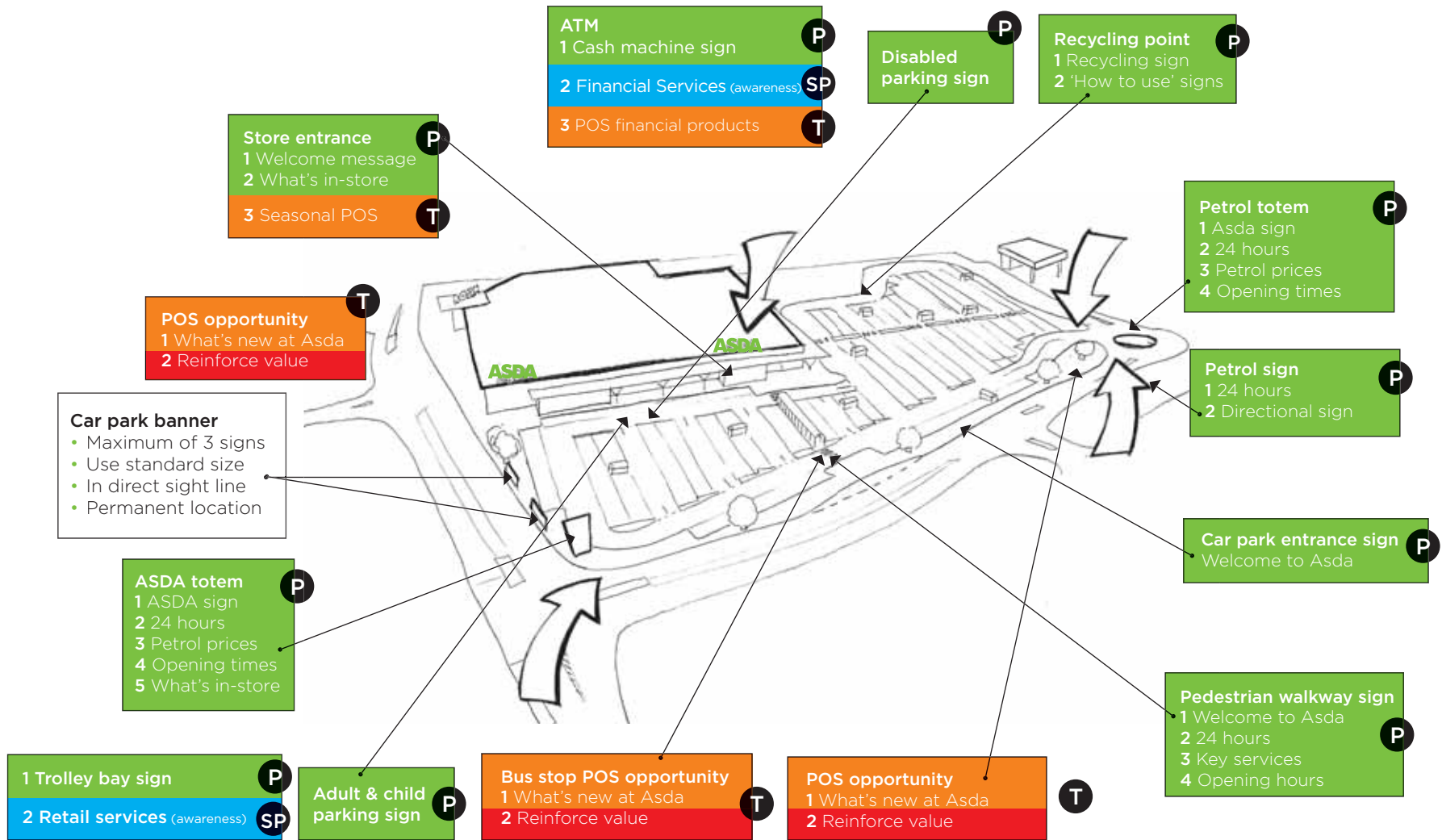
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Navigation Principles

Customer priorities

What we say

Where we say it



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Building Signage Hierarchy

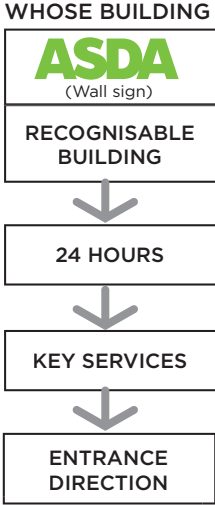
Recognisably Asda

What is most important to the customer and passing traffic?

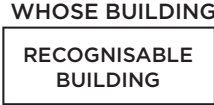
ENTRANCE ELEVATION



FLANKING ELEVATION



TERTIARY ELEVATION



Asda sky sign
Position above the entrance



Entrance

Make the building Asda
A beacon from all approaches

Totems

Priority of messages

Why we say it

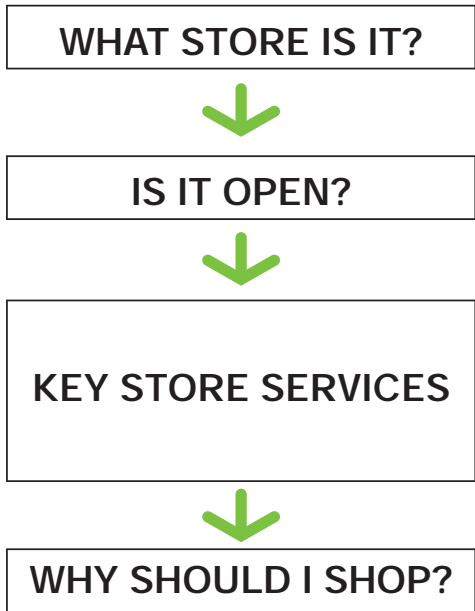
What we say

How we say it

Customer needs

Priority 1
Vital to the customer.
E.g. How to find

Priority 2
Beneficial to the customer.
E.g. Reason to purchase



ASDA

24 HOURS

PETROL PRICES

WHAT'S IN-STORE

Totem 5m variants



Car Park

Priority of messages

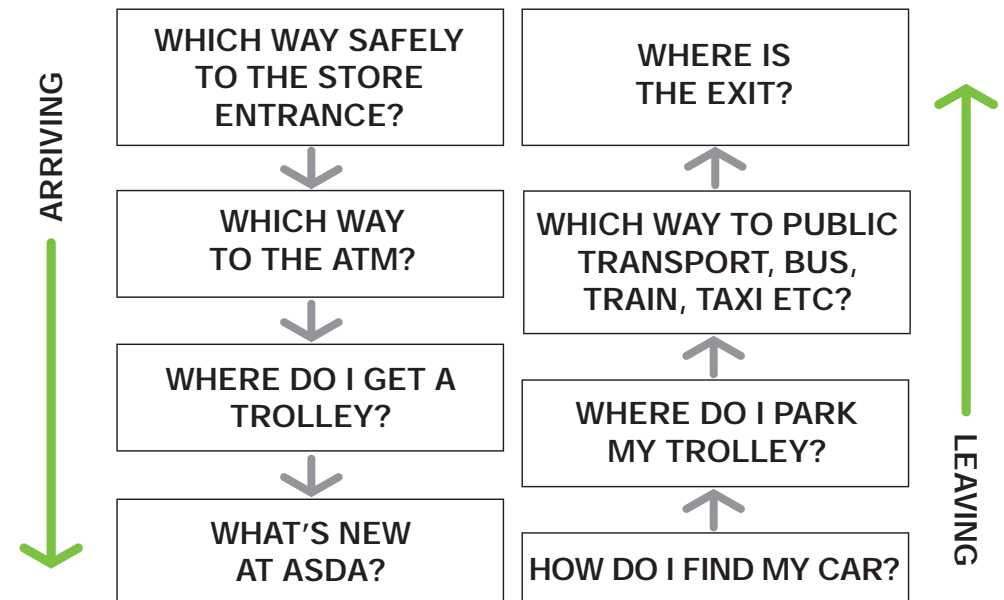
What we say

Why we say it

By car



On foot



External Elements

From high level to low level



Building



Car park icons

Service messages



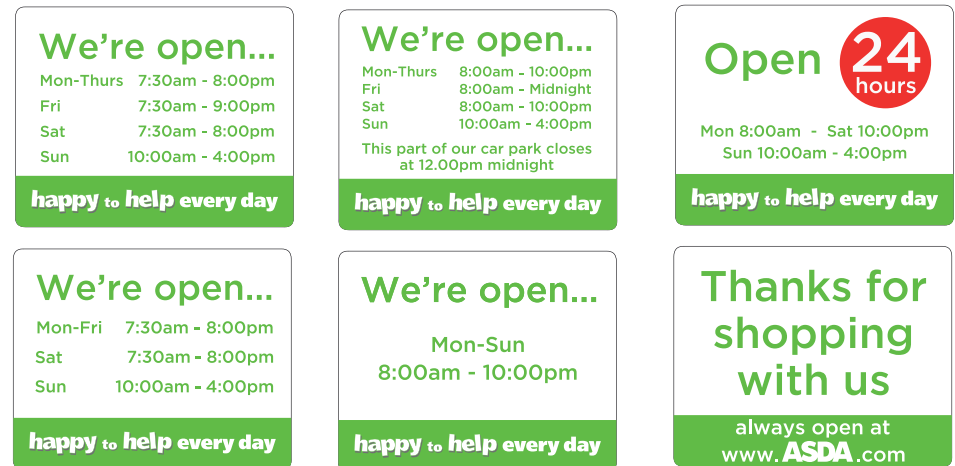
Universally-recognised warning signs and Department of Transport road traffic signs



PFS



Twin post signage

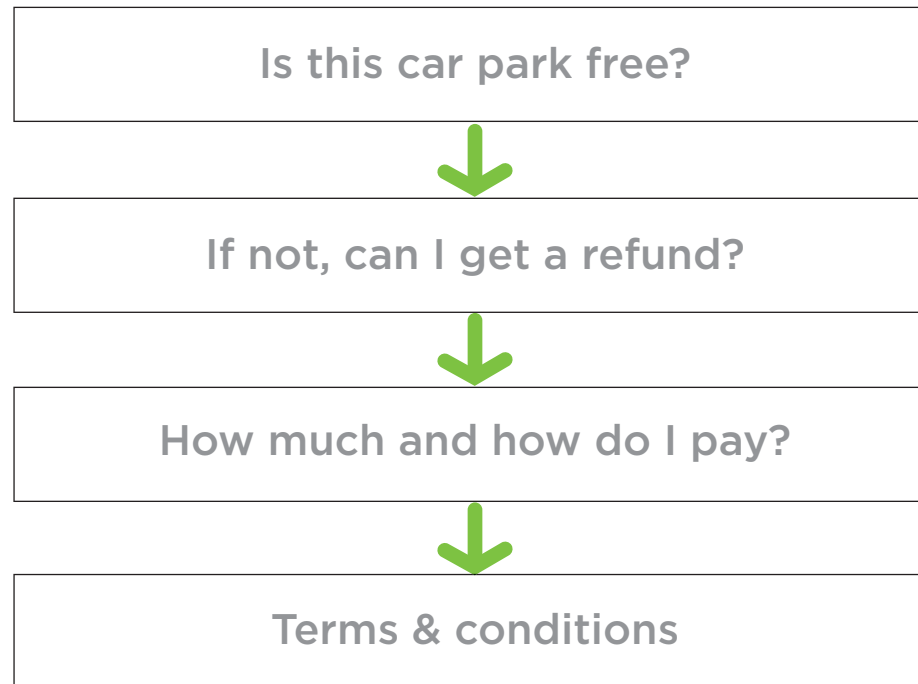


Car Park Management

Increase clarity of messages



Instruction must be simple, clear and concise.



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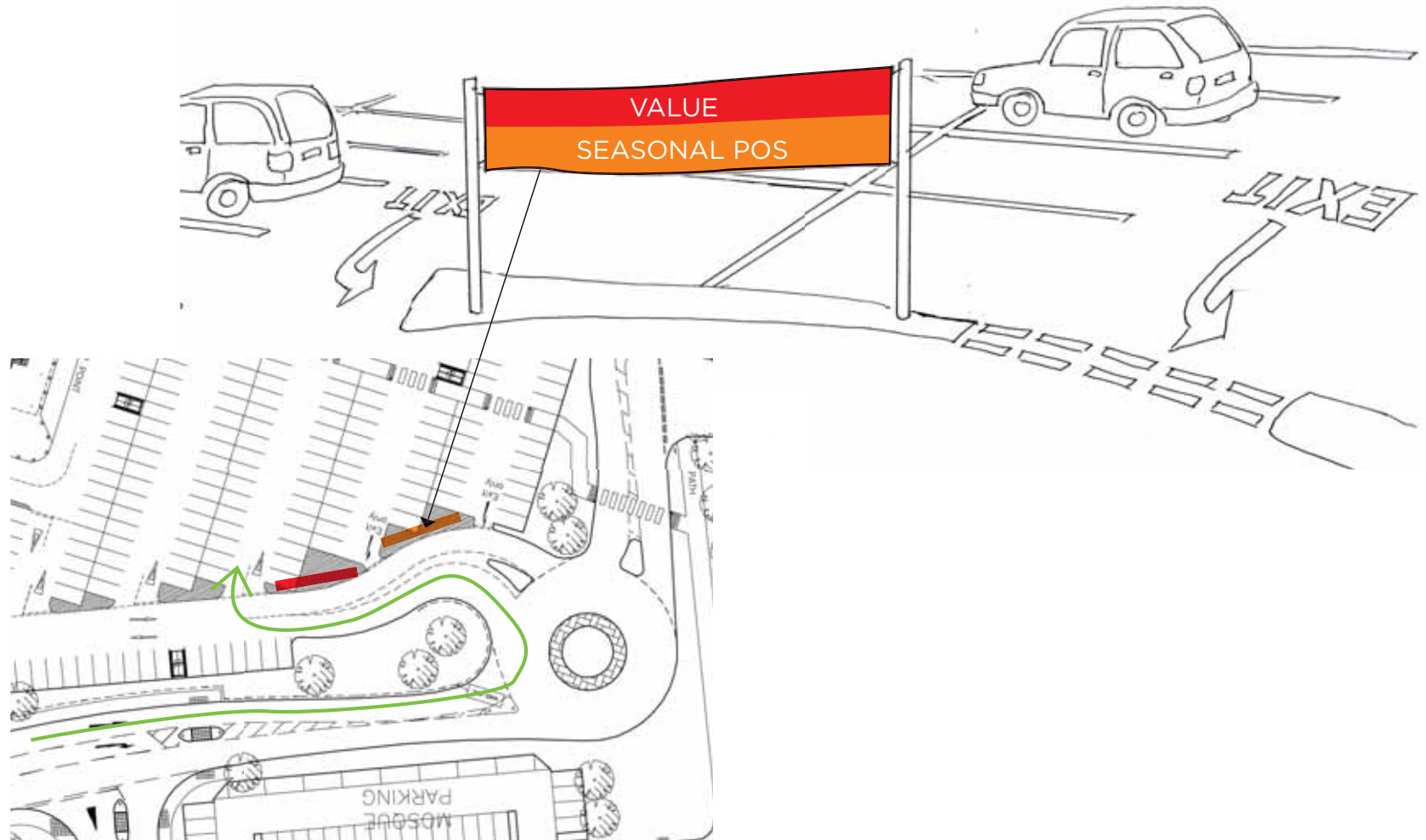
Car Park POS Banners

What we say

Where we say it

Principles

- Maximum of 3 (6 in Supercentres)
- Standard size
- Place them in direct sight lines with traffic
- Use them for temporary marketing messages
- Permanent location
- Always facing main traffic and approaches



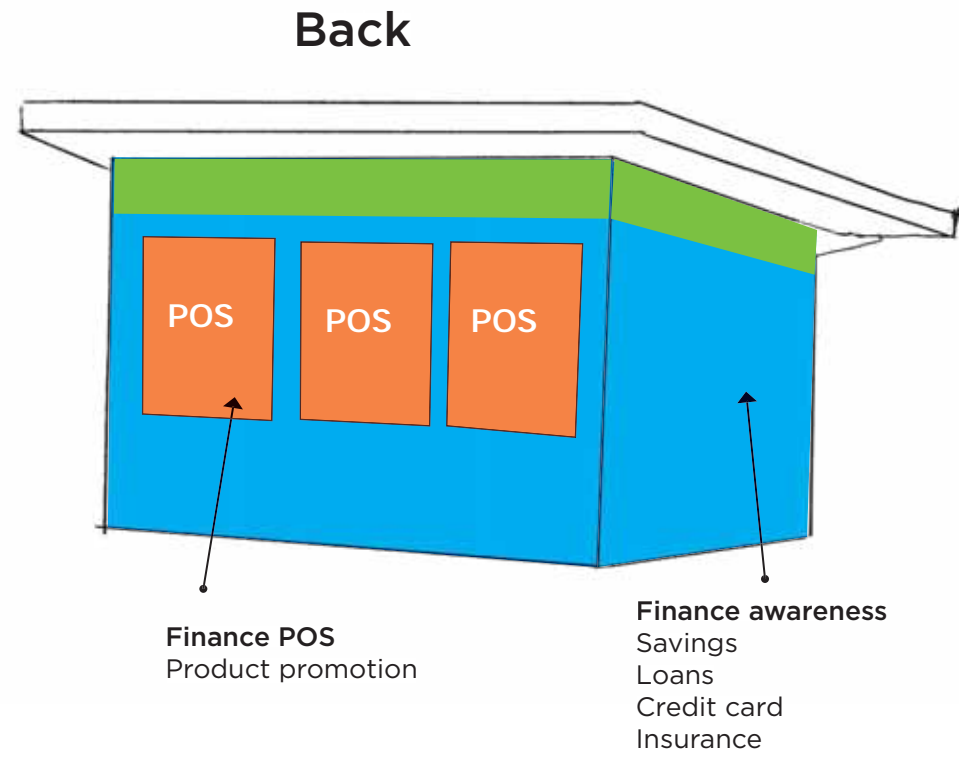
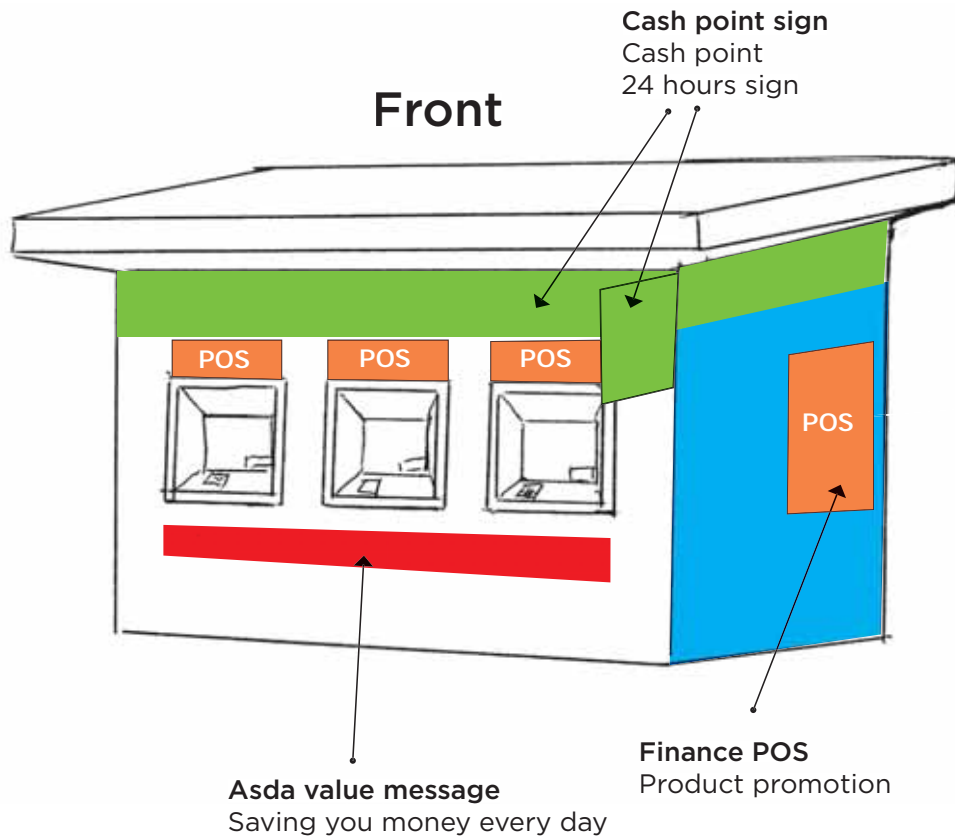
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ATM

What we say

Where we say it

Place messages on the most visible elevation.

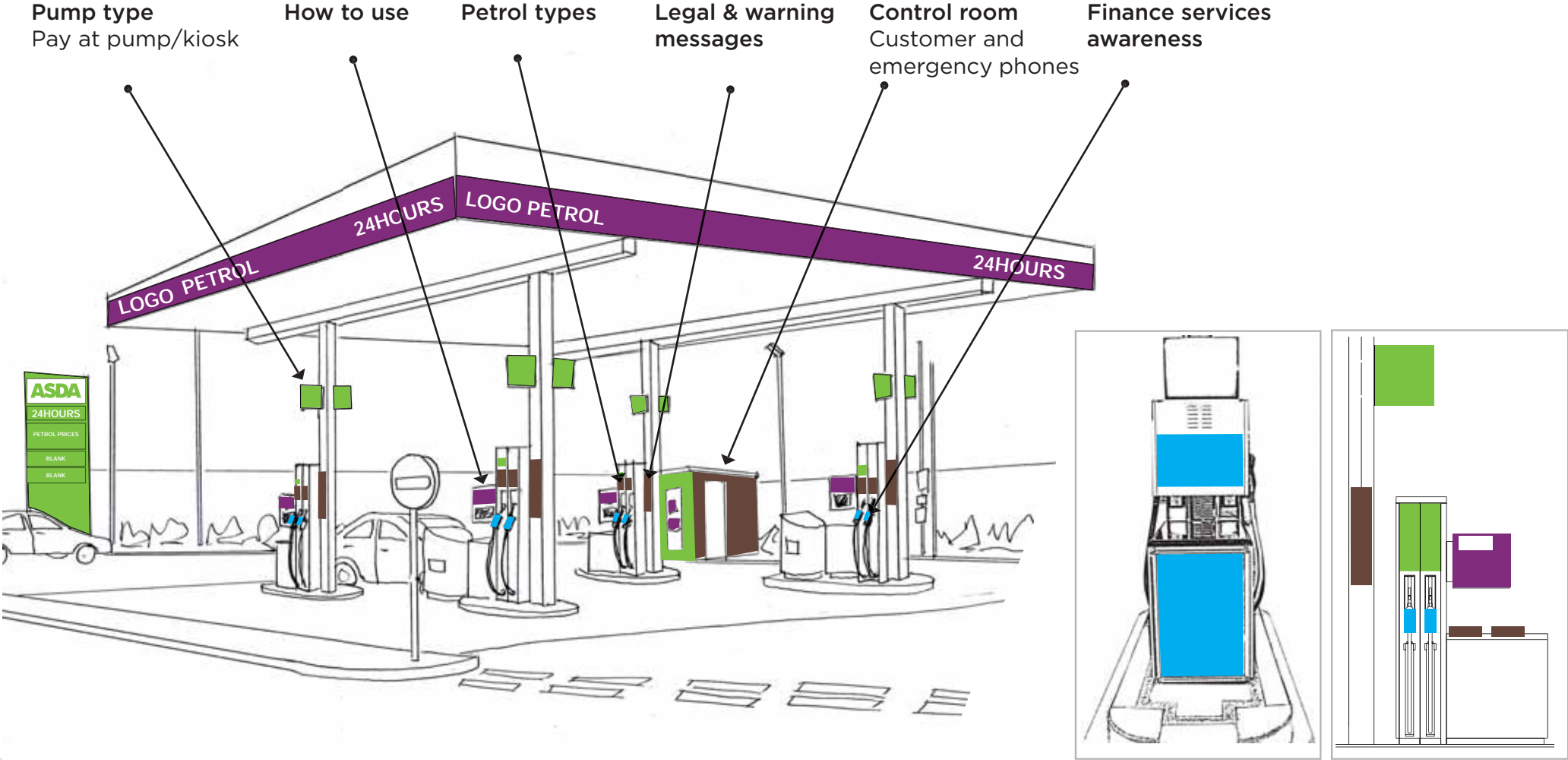


Petrol Filling Station

What we say

Where we say it

Do not clutter petrol stations with messages. Customers' priorities are to find what they need and remain focused on the traffic around them.



Trolley Bays

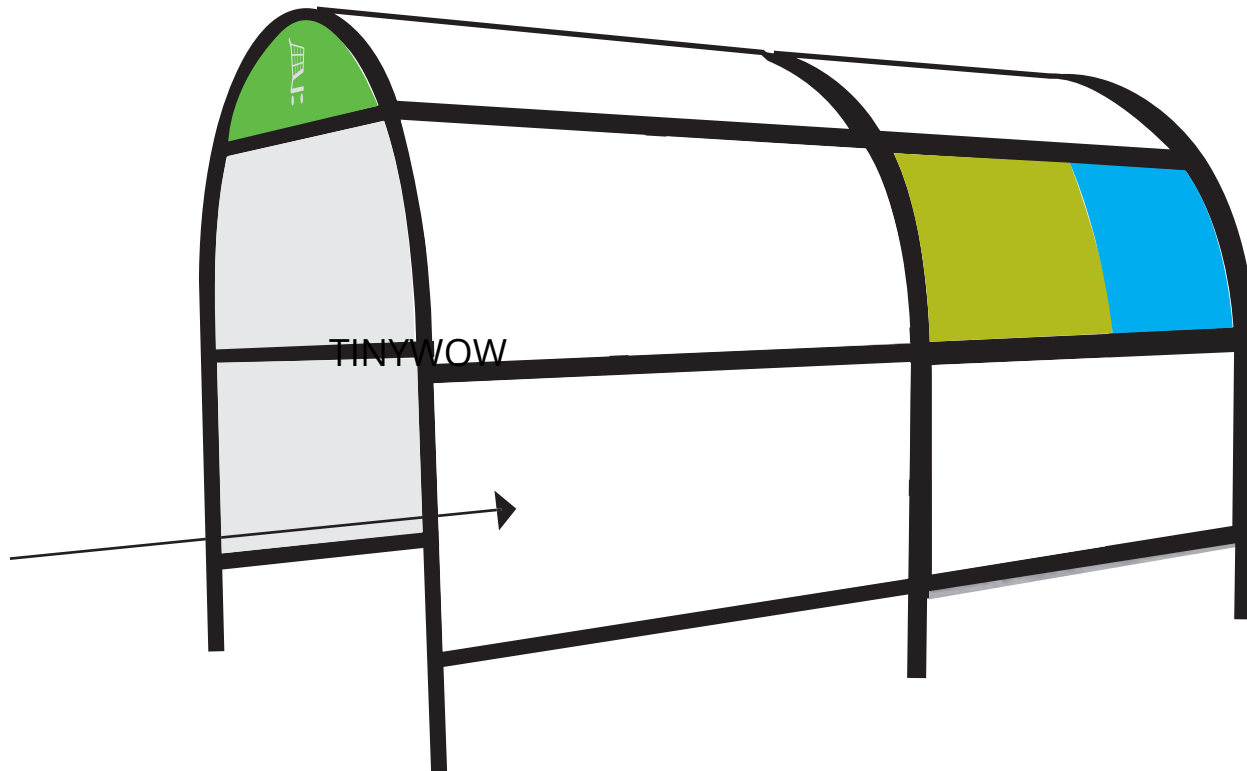
What we say

Where we say it

Messages should be impactful, not wordy.

Remember informative messages should be seen above parked cars.

Panels nearest to the opening must always remain clear for health and safety purposes



Entrance

What we say

Where we say it

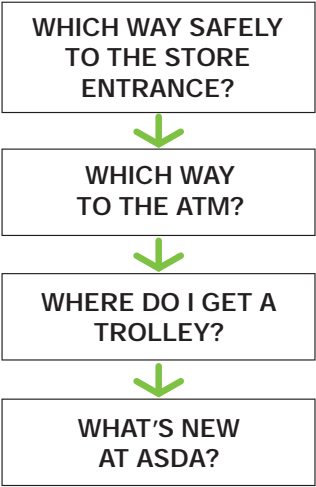
The entrance should:

- be an obvious focal point (to make it clear to the customer)
- be warm and inviting (approachable)
- free of clutter/easy access
- be reflective of brand values (as the start of the in-store experience)
- tell the customer what is in-store (services/café/toilets etc)
- use George and lifestyle imagery to add personality



Priority 1
Vital to the customer.
E.g. How to find

Priority 2
Trade with the customer.
E.g. Inspirational purchases



Principles

inside the store

Principles inside the store

Inside the store

- Make it welcoming (warm and friendly)
- Make it easy for the customer to find what they want
- Do not block navigational signage
- Make sure there is always freshness (something new)
- Create a sense of local community
- Create a difference between food and non-food
- Signpost key areas and categories

Priority of Messages

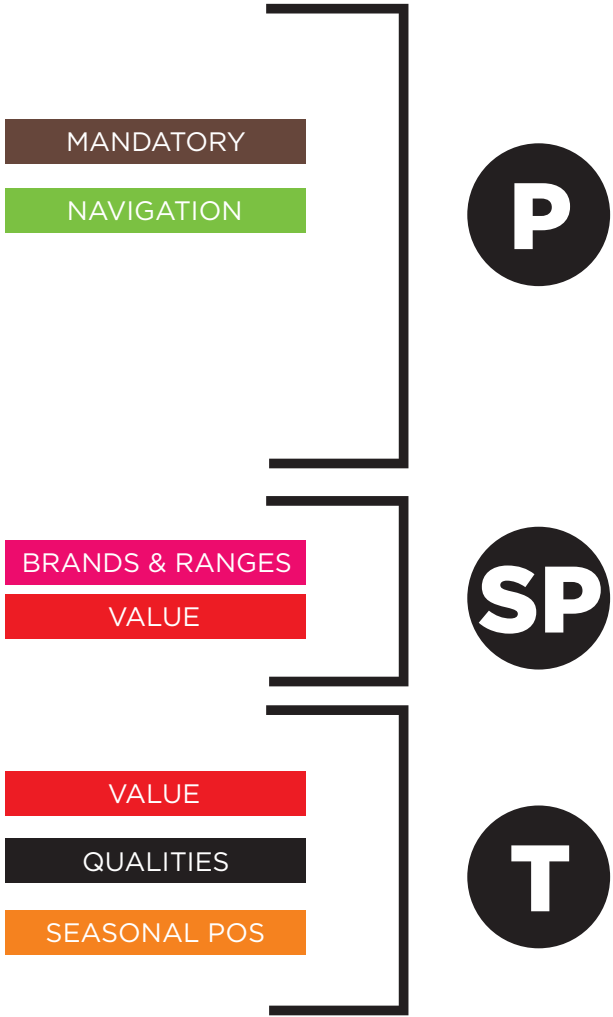
For customers as they enter the store



Customer needs

Priority 1
Vital to the customer.
E.g. How to find

Priority 2
Beneficial to the customer.
E.g. Reason to purchase

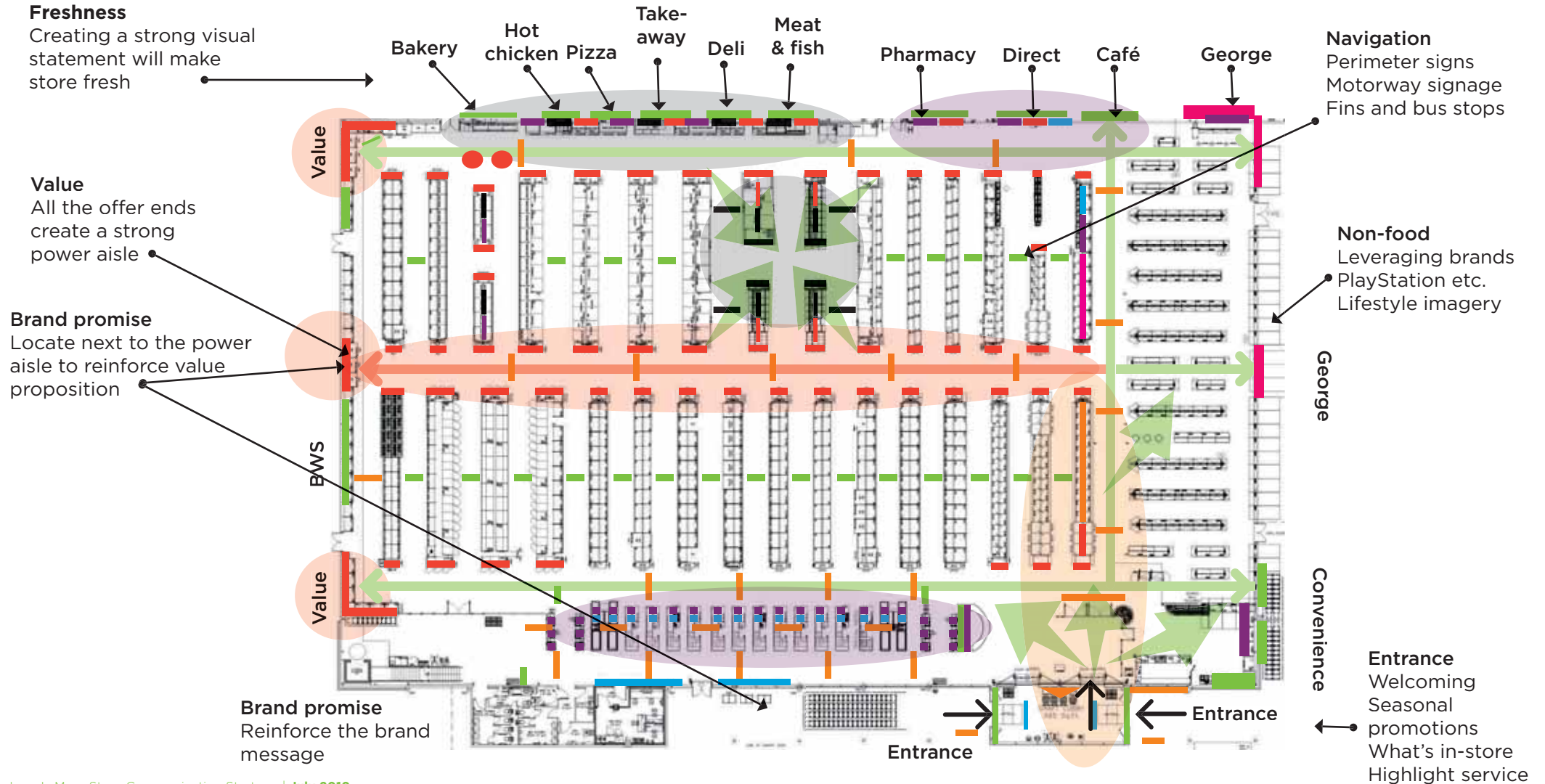


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Store Signage Principles

Say the right thing in the right place

Where we say it



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Lifespan of Messages

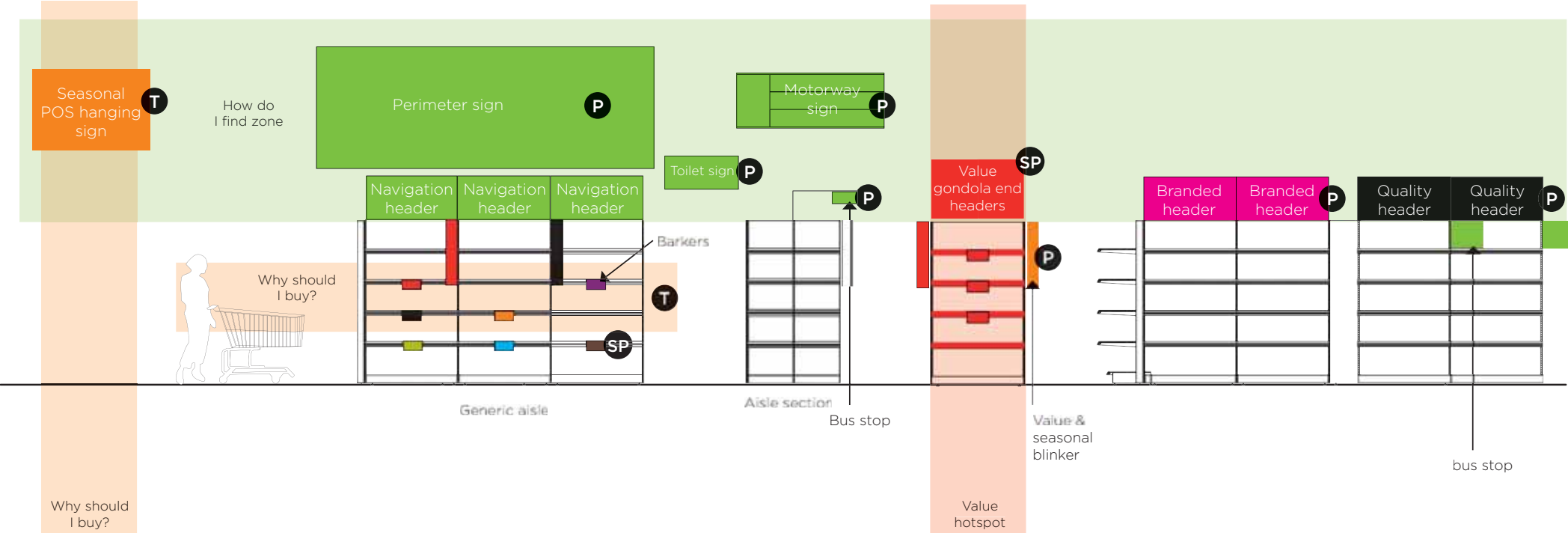
What we say

How we say it

Mandatory	Navigation	Brand & Ranges <small>Using brand power</small>	Value <small>All generic promotions</small>	Corporate	Service Messages	Qualities	Retail Services <small>Finance Services Direct www.ASDA.com</small>	Seasonal POS	
	Perimeter signs Motorway Fins Bus stops Directional signs	Branded headers Branded blinkers Own-brand headers Own-brand blinkers	Power aisle header Power aisle end - high level panel Counter back wall panel	Power aisle end Checkout wall Foyer & entrance Café wall	Customer Services desk signage	Provenance panel - Produce - Bakery - Counters Freshness			P SP T
Legal notices Warnings & tariffs Statutory information, talkers and notices	Hard to finds In-store graphics that aid navigation		Promotional blinkers Category back wall panel		Customer Service desk: list of services Counters How to buy communication Category services Special locations	Provenance Regional sourcing Freshness Special locations	Location specific: Generic service awareness Product-specific awareness Special locations		
		New product awareness related to brands	Palette wraps Talkers A-size POS Shelf edge strips Rollback roundels	Talkers A-size POS	Talkers A-size POS	Talkers A-size POS	Talkers A-size POS Product-specific offers POS Leaflet racks	Talkers A-size POS Large posters Car park banners Hanging boards Card fins	

Location of Messages

Overview



For any enquiries, please contact:

Permanent Store Branding Communication Strategy

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